

CLAYTON PARKS AND RECREATION COMMISSION MEETING
Monday, December 1, 2008
The Center of Clayton - Multipurpose Room A

The following members were present:

Ira Berkowitz	Dick Hyde
Mimi Deem	Robert Kerr
Judy Goodman	Eric Schneider
Rosemary Hardy	Mark Winnings
Jessie Hoagland	

Excused/Absent

Alex Berger
Omri Praiss

Also present:

Patty DeForrest, Director of Parks and Recreation
Ken Goldman, President of the Clayton Century Foundation
Eric Gruenenfelder, Superintendent of Recreation
Kyle Henke, Aquatic Supervisor
Darren Noelken, Athletic and Facilities Supervisor

Approval of the Minutes

The minutes were approved as submitted.

Presentations: (Please refer to the Power Point presentation handouts for additional detailed information)

- **Shaw Park Tennis Center** report presented by Mr. Noelken, Athletic and Facilities Supervisor. Mr. Noelken talked about how the City of Clayton incorporates USTA Tennis programs into our current program schedule and it has been very successful. The USTA provides us with a booklet that tells us how to run programs. It is a free service and they also have small grants available. In the summer months the Tennis Center is staffed from 8:00 a.m.-3:00 p.m. and 6:00 p.m.-10:00 p.m. Staff is designated to be there at those times because those are the busiest times during the summer. The courts are open to the public from 6:00 am to 11:00 pm. Ms. DeForrest noted that the tennis courts are extensively used by Clayton High School 6 months of the year and only close for High School tournaments. The tennis center is much more successful at the present time; five years ago we were losing money and had limited programming.

Mr. Noelken stated that the tracking of usage is conducted manually by his tennis center staff due to the lack of computer equipment at the tennis center. Mr. Kerr asked if this could be improved and Ms. DeForrest responded by saying it is not a huge priority of the City to add fiber to the tennis center. The MIS department does not have the time and staffing to support the project at this time.

In 2009 we will conduct a \$600,000 project at the tennis center to re-do the tennis courts. The tennis center will have to be closed for up to 6 months. The reason this project has to be completed is due to the fact that cracking is taking place. Part of the project will include a soil analysis. During the construction phases of the project there is also the possibility that our residents and other tennis groups will be able to use tennis courts at Washington University and University City.

- **Shaw Park Aquatic Center Report** this report was presented by Mr. Henke, Aquatic Supervisor. Prior to Mr. Henke's presentation Mr. Gruenenfelder addressed the Commission and let them know that Mr. Henke received the National American Red Cross Lifesaver Award for saving a high school swim team member when she stopped breathing during practice.

The Aquatic Department recently received the National award for best overall commitment to aquatics from Aquatics International. Mr. Hyde made a motion to commend staff for receiving the award. Ms. Hoagland seconded the motion, all agreed.

The concession operations at The Dock located within the aquatic center was discussed briefly. It was noted that the goal at The Dock is to cover the cost of operation. It would be ideal to make money but it is very difficult to do since concessions is only open 3 months of the year and business depends on weather conditions. The primary focus is on customer service and affordable options. Ms. DeForrest noted that in the past we solicited vendors to see if they were interested in running the concession stand and no one is interested in running a business there because of the short season.

This was a great summer for pools. We had a very large number of daily users and the pool sales look extremely good. We will need to watch non-resident pass sales and may even need to consider putting a cap on these types of passes to ensure that the aquatic center is not over crowded. It is already very busy and often times there are not enough lounge chairs and the dock is really full. The increase in usage at the aquatic center is also likely due to the increase in Platinum memberships. When Platinum passes are sold approximately 90% of the sale goes to the Center of Clayton, 8% to the pool and 2% to the tennis center and the ice rink. The pool is the only facility that makes money. The money is used to cover operating costs at other facilities throughout the Parks and Recreation Department.

A couple of projects that will take place this year include additional shade and several small purchases. Over the next few years, we will need to replace the grating. The Commission suggested that we consider expanding the deck by extending out in to the park on the north end. Staff will look in to this option.

FY08 Budget Report - This report was presented by Mr. Gruenenfelder. Magic and Circus Camps, which are general recreation programs, have increased program revenue. Boot Camp and Yoga in the Park increased Fitness program revenue. Boot Camp provides 97% of the revenue leaving Yoga in the Park adding 3% to revenue.

Fees and charges at outdoor facilities are set in February and March. These fees are reviewed every 2 years and in 2006 Commission members worked on a fees and charges study and then developed a matrix to assist with the project. Ms. DeForrest noted that fees associated with programs are not brought to the Commission. These fees go up based on a competitive percentage based scale and increase to so we can cover our costs. The more specialized the program is the higher return on it.

The overall budget philosophy is to cover operational costs. The budget for the next year is set in the summer.

Clayton Century Foundation Presentation - Mr. Goldman addressed the Commission and informed them about the newly formed Clayton Century Foundation. (Please refer to the Clayton Century Foundation hands for additional details.)

Mr. Goldman has been living in Clayton for 25 years and has been volunteering in Clayton for about 20 years. Mr. Goldman also stated all of the entities that make the City so great.

The Clayton Parks Foundation (CPF) started in the early 1990's and was a recipient of some of the funds raised from the Taste of Clayton. Funds allocated by the CPF are used to assist the Parks and Recreation with more immediate needs, specialized items and ongoing scholarship support.

Examples of what the CPF has funded at the Center are The Aquarium that is in the lobby and the small member lockers located in the upstairs lobby right outside of the fitness center.

Mr. Goldman stated that the Clayton Century Foundation (CCF) has been a year in the making. It is now being launched and has been re-branded as a 501 c3 non-profit organization. The five groups that are under this new umbrella are: The CPF, Friends of the Hanley House, Clayton History Society, Clayton Art Commission and Friends of the CCF. The mission of the Clayton Century Foundation (CCF) is to provide the Margin of Excellence that has established Clayton's role as the leading community in the St. Louis area. This will be done in two ways. First, CCF will establish an umbrella non-profit community organization to privately finance long-term capital project that reflect community needs and priorities. Second, it will stimulate and develop projects with expanded programs in preparation for the 100th anniversary celebration of the City of Clayton in 2013.

The official kick off event for the CCF is All that Glitters, which will be held on December 5 at Clayton on the Park. The CCF will begin getting involved in fundraising efforts and will have a specific goal down the road. Ms. Goodman stated that the possibilities for partnerships are endless. There is \$15,000 seed money in the CCF which came from contributions from the CCF board of directors. The Rome Group has been hired to assist the CCF with how to develop non-profit fundraising efforts. There are 2 levels at the present time: 1. Community - anyone who gets involved and donates to the CCF, and 2. The Foundation level, which is where the CCF goes out and explains what their need is and what the funds will be used for over time. Donors will be able to decide where their money will go towards if they choose. All money will stay in the CCF and be used for projects that have been approved by the board of CCF in cooperation with the Board of Aldermen and the Parks and Recreation Commission. In the instance where a donation is made and the donor does not choose to designate what they would like the money to be used for the CCF board members will decide what the best place is to use the money. At times they will have to rank importance of projects and some projects may jump ahead even if the ranking of the project was originally lower. A lot will have to do with funding that the City already has in the budget. For example, the Inclusion Playground may take precedence over a different project because only a small amount of private funding is needed. Five or six components will go into making decisions as what to fund.

Director's Report

Ms. DeForrest reported that she has been working with the Park Signage consultant and will give a report next month in reference to the project. At this point it looks like we may be getting a very good monument sign similar to the one at Oak Knoll Park.

Old Business / New Business

Ms. Hardy distributed a report she put together after visiting 2 inclusion playgrounds in the area. She briefly discussed her view points in reference to what she observed during her visits.

Mr. Berkowitz stated that he noticed how watery the north end of the Shaw Park Ice Rink did indeed get while he and his son were at the ice rink. He said it may be a good idea to look into getting some non-reflective material for the boards on that end of the rink. Ms. DeForrest mentioned that there has been some discussion about the coils potentially not working correctly on that end of the rink which could also be attributing to the problem.

Respectfully submitted by:
Denise Ucinski